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- This paper will detail a strategic marketing plan for a new product that is ready to "go to market". A strategic marketing plan is important when presenting a new product or service because it ensures that the maximum amount of profit can be obtained for the product.

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Marketing plan A marketing plan is a written document that details the necessary actions to achieve one or more marketing objectives. It can be for a product or service, a brand, or a product line. Marketing plans cover between one and five years. A marketing plan may be part of an overall business plan.

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The important point to remember is that the marketing plan is a document designed to present concise, cohesive information about a company's marketing objectives to managers, lending institutions, and others who are involved in creating and carrying out the firm's overall business strategy. Five-Year Marketing Plan Blue Sky Clothing, Inc.

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ing plan. Although it does not provide detailed information, it does present an overview of the plan so readers can identify key issues pertaining to their roles in the planning and implementation processes. Although this is the first section in a marketing plan, it is usually written last. 1 2 3 Star Software, Inc. Marketing Plan I. EXECUTIVE ...

C 1 APPENDIX C Sample Marketing Plan - Cengage

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Describe the types of output controls that will be used to measure marketing performance and compare it to stated marketing objectives during and after the execution of the marketing plan. Overall performance standards (these will vary based on the goals and objectives of the marketing plan). Examples include dollar sales, sales volume, market ...

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